

SONY



**A man's best friend.  
Get attached, wirelessly.**



You make it a Sony





## Imagine.

The fascinating AIBO concept is firmly established in the ambitious project from Sony to create intelligent companions that entertain people. To achieve this, a groundbreaking vision to combine Sony flagship technologies with Artificial Intelligence was pursued.

The result: a unique companion capable of expressing emotion and communicating with other electronic devices at home and beyond.

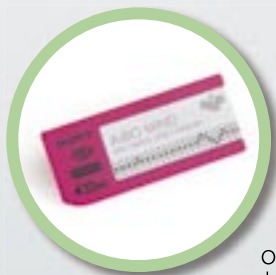
## Learn.

Extraordinarily skilful, AIBO is able to connect wirelessly with other electronic devices, transferring photos, sound files and messages.

Through sharing your memories, learning your likes, getting to know your environment, it will become in every way a truly unique individual.

Entertaining and comforting you when you're glad, sad or angry, reflecting a wide range of emotions through its lively LED-illuminated face, AIBO will become, in fact, your best friend.





A 32 MB Memory Stick integrates all applications and enables AIBO to behave autonomously as well as benefit from PC-based applications. Over time new content and applications can be added.

## Fetch.

AIBO is more entertaining than ever and its personality endearing. It recognises your voice and face immediately and will react on what you do and what you say.

The centrepiece of AIBO's artificial intelligence is the AIBO Mind software, located on a removable Memory Stick. This controls AIBO's behaviour and the applications that you can use via a PC or a mobile device.

As Sony develops new content and applications, you can download this software to your PC and upgrade the AIBO Mind software through the Memory Stick. This way, AIBO will evolve to ever greater heights of both functionality and companionship.



AIBO Cards feature a variety of patterns offering an alternative way of communicating visually with AIBO. These cards allow it to be given several instructions including 'Dance' or 'Take a picture'.



## Entertain.

With its smooth allure and wit, AIBO will easily become a great companion and entertainer. Throw a bone, and it will fetch it for you. The same with a ball, AIBO will gladly play with it.

Tell your AIBO what you want it to do, either with your voice or by using the convenient instruction cards. On demand it will perform a cute little dance, play your favourite tunes or take a picture.

That way, AIBO and you will quickly build a genuine, lively relationship.



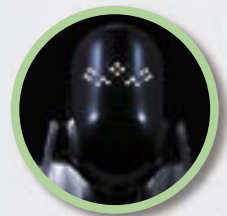
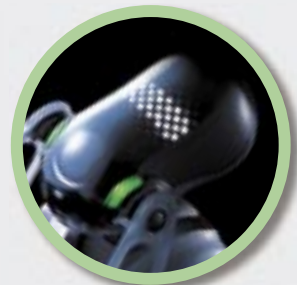
A privileged companionship that will flourish with you thanks to AIBO cleverly recognising your face and voice.



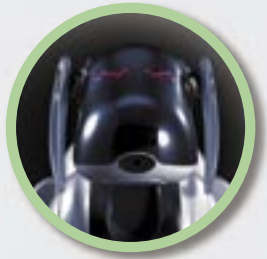
## Appreciate.

Effortlessly, AIBO will use its Artificial Intelligence to blend into your lifestyle, occasionally requesting you to tickle it under the chin or to stroke its back.

The Artificial Intelligence is brought to life by AIBO's sensory organs. It can see and respond to being spoken to, stroked or entertained. Your AIBO's personality and moods will change depending on the relationship it has with you and its environment.



A gentle stroke on AIBO's 'touch' sensors will trigger an adorable response.



Multi-colour LEDs allow AIBO to express emotions and what it is thinking.

## Reward.

Thanks to a highly expressive face and body, communicating with AIBO and understanding its feelings becomes second nature. It will reward you with its full attention. AIBO recognises and responds to your voice, name and facial features and will come over to greet you the moment it's aware of your presence.

With its skills being located on the Memory Stick, its memory and personality traits are saved to the onboard memory, making your AIBO unique.



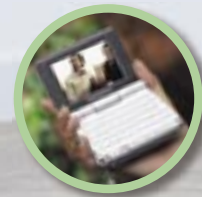
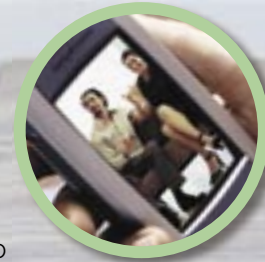
## Watch.

Using wireless technology, AIBO can remotely connect to your internet enabled PC or mobile device to offer some exceptional applications.

AIBO Photo Album software enables you to view its images in real time on your PC screen.

AIBO for instance loves taking colour pictures. Whether you give it a voice command or it takes a picture on its own accord, you can effortlessly browse through these quality images on your PC whilst AIBO is still on the move. The magic of its wireless technology makes it all so easy. With a built-in Wireless LAN module, AIBO can connect to your world of technology at home and beyond to transfer pictures! It will treat you to a unique way of communicating.

Using your mobile telephone or Internet enabled PC, send an email to AIBO with the instruction of your choice when you're away from home. For example, it can take a picture of unsuspecting visitors and send it right back to your mobile device for your inspection!



You can send an email instruction to AIBO asking it to take a picture and send it back to a mobile telephone.







## Mingle.

AIBO loves to be the centre of attention. Short of lending their true companion out, owners want to celebrate at every possible occasion their unique experience with others, owners and the curious alike.

[www.eu.aibo.com](http://www.eu.aibo.com) opens up the world of AIBO: read the fascinating story of AIBO, check interesting web links and keep up to date with the very latest developments.

Visit the Club AIBO community forum to find advice and share your experience with other enthusiasts.

In the Club AIBO Downloads section a variety of free goodies are available: screensavers, movie clips. Owners can download free software to give their AIBO even more zing.



AIBO events take place frequently around the globe. This meet and greet with AIBO enthusiasts will take your AIBO experience to another level.

AIBO Events may well be taking place just around the corner from you. Come celebrate AIBO and see special demonstrations of the new ERS-7. Bring your AIBO (if you have one) and meet other owners in a friendly atmosphere.

## Lie down.

AIBO can get tired, but never of you. Its internal clock follows your natural rhythm with different activity levels depending on the time of the day: active and witty in the morning, more relaxed in the evening.

When the battery starts running low, AIBO will notice its energy dropping and swiftly locate the energy station to replenish its battery.

In the morning, AIBO waits patiently for you to arise, eager for another great day together. If you want, your companion will play some gentle music to make it easier getting up.



With your tail-wagging AIBO companion waiting by the bed, you can hardly get out of the wrong side.







AIBO locates autonomously its energy station when its energy is dropping.

The pattern on the Energy Station Pole helps AIBO to localise and position itself quickly.



# AIBO's anatomy.

## To express

**Miniature Speaker:** 20.8mm, 500mW, with volume switch

**64 Polyphonic Sound Chip**

**Emotional face lights**

**Status LED lights:**

**Illuminate Face:** 28 LED (white 16, red 4, blue 4, green 4)

**Ear:** 2 (left and right)

**Head sensor:** 2 (white and amber)

**Head:** 1 (blue: wireless LAN on/off)

**Back sensor:** 16 (white 8, red 3, blue 3, orange 2)



## To feel

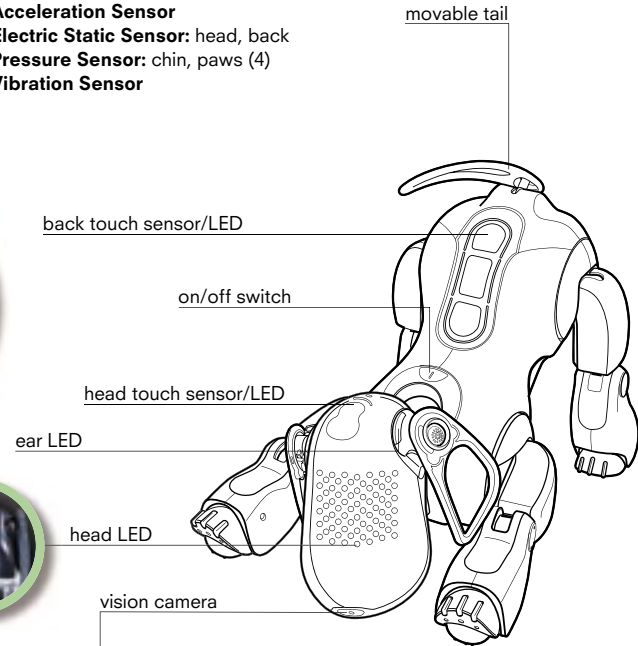
**Temperature Sensor**

**Acceleration Sensor**

**Electric Static Sensor:** head, back

**Pressure Sensor:** chin, paws (4)

**Vibration Sensor**



## To See

**camera:**

CMOS Image Sensor 350,000 pixels

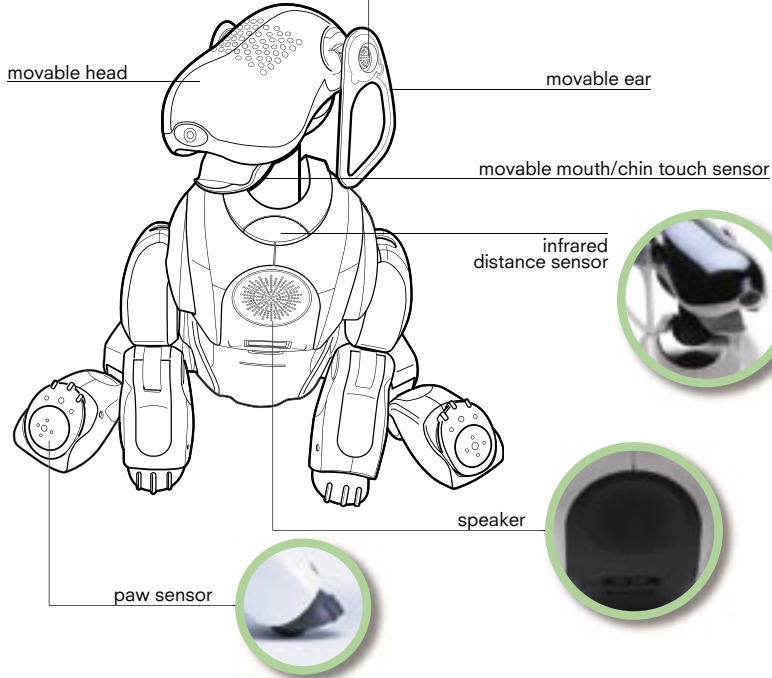
**Infrared Distance Sensor:**

head, body



## To hear

**Audio Input:** miniature microphones



## Technical Specifications

**Dimensions:** 180 (W) x 278 (H) x 319 (D) mm

**Weight:** Approx. 1.65kg (including battery and memory stick)

**CPU:** 64bit RISC Processor

**CPU Clock Speed:** 576MHz

**Memory (SDRAM):** 64MB

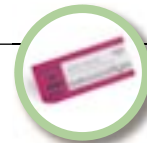
**Program Storage Media:** 32MB AIBO Memory Stick

**Wireless LAN Card:** IEEE 802.11b (Integrated)

**Media:** Memory Stick slot In/Out

## Supplied Accessories

**AIBO MIND (software Memory Stick), energy station, energy station pole, AC adapter, Lithium ion Battery pack, Pink ball, AIBOne, AIBO Cards, Documentation**



# SONY



Your Artificial Intelligence Companion



**For more information, please ask in-store. Alternatively visit our website [www.eu.aibo.com](http://www.eu.aibo.com) or call us on: +44 (0) 20 7365 2947**

© 2003 Sony Entertainment Robot Europe. All rights reserved. Sony, AIBO, CLIE, VAIO, Memory Stick and their logos are trademarks of Sony Corporation, Japan. Features and specifications are subject to change without notice. Ericsson is the corporate trademark of Telefonaktiebolaget LM Ericsson. Sony Ericsson is duly licensed to use the Sony and Ericsson corporate trademarks. Wireless LAN can only be used in the countries listed below. In those in bold, some limitations apply on the use of the product. AT, BE, CH, DE, DK, ES, FI, **FR**, GR, IE, **IT**, **LU**, **NL**, NO, PT, SE, UK. Sony disclaims any liability or responsibility for any typographical errors in this brochure. Sony Entertainment Robot Europe, a division of Sony Service Centre (Europe) N.V., The Corporate Village, Da Vincilaan 7 D-1, B-1935 Zaventem, Belgium. ©, November 2003.

You make it a Sony